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EXAMINER				
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**Please find below and/or attached an Office communication concerning this application or proceeding.**

The time period for reply, if any, is set in the attached communication.

### Office Action Summary

**Application No.**

10/659,080

**Applicant(s)**

KHOO ET AL.

**Examiner**

JUNIOR O. MENDOZA

**Art Unit**

2623

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --  
**Period for Reply**

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE \_\_\_\_\_ MONTH(S) OR THIRTY (30) DAYS, WHICHEVER IS LONGER, FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

**Status**

- 1) ☒ Responsive to communication(s) filed on 19 February 2008.
- 2a) ☒ This action is **FINAL**. 2b) ☐ This action is non-final.
- 3) ☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

**Disposition of Claims**

- 4) ☒ Claim(s) 6-61 is/are pending in the application.
- 4a) Of the above claim(s) \_\_\_\_\_ is/are withdrawn from consideration.
- 5) ☐ Claim(s) \_\_\_\_\_ is/are allowed.
- 6) ☒ Claim(s) 1-61 is/are rejected.
- 7) ☐ Claim(s) \_\_\_\_\_ is/are objected to.
- 8) ☐ Claim(s) \_\_\_\_\_ are subject to restriction and/or election requirement.

**Application Papers**

- 9) ☐ The specification is objected to by the Examiner.
- 10) ☐ The drawing(s) filed on \_\_\_\_\_ is/are: a) ☐ accepted or b) ☐ objected to by the Examiner.  
Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).  
Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).
- 11) ☐ The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

**Priority under 35 U.S.C. § 119**

- 12) ☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
- a) ☐ All b) ☐ Some \* c) ☐ None of:
1. ☐ Certified copies of the priority documents have been received.
  2. ☐ Certified copies of the priority documents have been received in Application No. \_\_\_\_\_.
  3. ☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

\* See the attached detailed Office action for a list of the certified copies not received.

**Attachment(s)**

- 1) ☒ Notice of References Cited (PTO-892)
- 2) ☐ Notice of Draftperson's Patent Drawing Review (PTO-948)
- 3) ☒ Information Disclosure Statement(s) (PTO/SE/CI)  
Paper No(s)/Mail Date 02/19/2008; 02/29/2008; 03/21/2008; 04/21/2008
- 4) ☐ Interview Summary (PTO-413)  
Paper No(s)/Mail Date \_\_\_\_\_
- 5) ☐ Notice of Informal Patent Application
- 6) ☐ Other: \_\_\_\_\_



**DETAILED ACTION**

***Response to Arguments***

1. Applicant's arguments with respect to claims 6-61 have been considered but are moot in view of the new ground(s) of rejection.

***Claim Rejections - 35 USC § 103***

2. The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.

3. **Claims 6 – 8, 13, 16 – 18, 23 – 26, 31, 32, 35, 36, 41, 44, 45, 50 – 53, 58 and 59** are rejected under 35 U.S.C. 103(a) as being unpatentable over Reynolds et al. (Patent No US 6,799,327) in view of Smolen (Patent No 5,915,243). Hereinafter, referenced as Reynolds and Smolen, respectively.

Regarding **claim 6**, Reynolds discloses a method for providing motion picture home shopping programs to a viewer, comprising:

a list that identifies a plurality of motion picture home shopping programs (Col. 10 lines 1-36 also exhibited on fig 7; banner advertisement which includes a descriptive video, where the user can press buttons to move to the previous or subsequent advertisement)

and transmitting a motion picture home shopping program identified in the home shopping program list to the viewer for immediate available viewing independent of a broadcast schedule (Col. 5 lines 46-66; set top box can store the advertisement information and provide them on demand),

the transmitted home shopping program including one or more instructions for ordering an item displayed for sale in the home shopping program (Col. 5 lines 32-35; the viewers are able to interactively obtain additional information or order products that are displayed in the advertisements).

However, it is noted that Reynolds fails to explicitly disclose receiving personalized data from the viewer and generating a home shopping program related to the personalized data.

Nevertheless, in a similar field of endeavor Smolen discloses receiving personalized data from the viewer (Col. 2 lines 66-67 and col. 4 lines 55-58 also exhibited on fig 1 and 2a; a group of questions are presented to each consumer where their answers create or update their profiles, where said answers are then received by the profile database 140)

generating a home shopping program related to the personalized data (Col. 2 lines 66-67 and col. 3 lines 1-4; the answers provided by the consumer are applied to generate an information profile, which contains demographic information that is used for targeting promotions by filtering the information for selected marketing criteria);

Therefore, it would have been obvious to one of ordinary skill in the art at the time the invention was made to modify Reynolds by specifically providing the elements

mentioned above, as taught by Smolen, for the purpose of providing targeted advertisements that will better fit the needs for the viewers, which increases the chances that the viewer will actually purchase the advertised product.

Regarding **claim 7**, Reynolds and Smolen disclose the as recited in claim 6; however, it is noted that Reynolds fails to explicitly disclose that the receiving of the personalized data includes receiving the personalized data from the viewer over a data network.

Nevertheless, in a similar field of endeavor Smolen discloses that the receiving of the personalized data includes receiving the personalized data from the viewer over a data network (Col. 5 lines 62-65 also exhibited on fig 1a; processing facility (30) that implements a neutral network type system that takes the information profile as an input).

Therefore, it would have been obvious to one of ordinary skill in the art at the time the invention was made to modify Reynolds by specifically providing the elements mentioned above, as taught by Smolen, for the purpose of providing targeted advertisements that will better fit the needs for the viewers, which increases the chances that the viewer will actually purchase the advertised product.

Regarding **claim 8**, Reynolds and Smolen disclose the as recited in claim 6; however, it is noted that Reynolds fails to explicitly disclose that the personalized data comprises gender, age, location, or interests, or any combination of two or more thereof.

Nevertheless, in a similar field of endeavor Smolen discloses that the personalized data comprises gender, age, location, or interests, or any combination of two or more thereof (Column 3 line 10-15; the questions are used to establish potential and current interests that the consumer might have, where the promotions for such interest are then delivered to the consumer. Col. 5 lines 43-47; as a part of the questionnaire for the consumer, they are asked to provide their gender).

Therefore, it would have been obvious to one of ordinary skill in the art at the time the invention was made to modify Reynolds by specifically providing the elements mentioned above, as taught by Smolen, for the purpose of providing targeted advertisements that will better fit the needs for the viewers, which increases the chances that the viewer will actually purchase the advertised product.

Regarding **claim 13**, Reynolds and Smolen disclose the as recited in claim 6; moreover, Reynolds discloses that the motion picture home shopping program comprises one or more infomercials, one or more advertisements, or one or more broadcast shopping channels, or any combination thereof (Col. 10 lines 1-36 also exhibited on fig 7; advertisements)

Regarding **claim 16**, Reynolds discloses a method for providing motion picture home shopping programs to a viewer over an electronic network, comprising:

a motion picture home shopping program (Col. 10 lines 1-36 also exhibited on fig 7; banner advertisement which includes a descriptive video, where the user can press buttons to move to the previous or subsequent advertisement)

and transmitting the motion picture home shopping program to the viewer for immediate available viewing independent of a broadcast schedule (Col. 5 lines 46-66; set top box can store the advertisement information and provide them on demand),

the transmitted home shopping program including one or more instructions for ordering an item displayed for sale in the home shopping program (Col. 5 lines 32-35; the viewers are able to interactively obtain additional information or order products that are displayed in the advertisements).

However, it is noted that Reynolds fails to explicitly disclose receiving personalized data from the viewer and generating a home shopping program related to the personalized data.

Nevertheless, in a similar field of endeavor Smolen discloses receiving personalized data from the viewer (Col. 2 lines 66-67 and col. 4 lines 55-58 also exhibited on fig 1 and 2a; a group of questions are presented to each consumer where their answers create or update their profiles, where said answers are then received by the profile database 140)

generating a home shopping program related to the personalized data (Col. 2 lines 66-67 and col. 3 lines 1-4; the answers provided by the consumer are applied to



generate an information profile, which contains demographic information that is used for targeting promotions by filtering the information for selected marketing criteria);

Therefore, it would have been obvious to one of ordinary skill in the art at the time the invention was made to modify Reynolds by specifically providing the elements mentioned above, as taught by Smolen, for the purpose of providing targeted advertisements that will better fit the needs for the viewers, which increases the chances that the viewer will actually purchase the advertised product.

Regarding **claims 17, 18 and 23**, Reynolds and Smolen disclose all the limitations of claims 17, 18 and 23; therefore, claims 17, 18 and 23 are rejected for the same reasons as in claims 7, 8 and 13, respectively.

Regarding **claim 24**, Reynolds discloses a method for providing home shopping programs to a viewer, comprising:

receiving a home shopping program list that identifies a plurality of home shopping programs (Col. 10 lines 1-36 also exhibited on fig 7; banner advertisement which includes a descriptive video, where the user can press buttons to move to the previous or subsequent advertisement)

receiving a home shopping program that is listed on the home shopping program list (Col. 5 lines 46-66; set top box can store the advertisement information and provide them on demand);

and displaying the home shopping program on a display of the client (Figure 7),

the displayed home shopping program including one or more instructions for ordering an item displayed for sale in the home shopping program (Col. 5 lines 32-35; the viewers are able to interactively obtain additional information or order products that are displayed in the advertisements).

However, it is noted that Reynolds fails to explicitly disclose transmitting personalized data over a client associated with the viewer to a server and where transmitted content is related to the personalized data.

Nevertheless, in a similar field of endeavor Smolen discloses transmitting personalized data over a client associated with the viewer to a server (Col. 2 lines 66-67 and col. 4 lines 55-58 also exhibited on fig 1 and 2a; a group of questions are presented to each consumer where their answers create or update their profiles, where said answers are then received by the profile database 140);

where transmitted content is related to the personalized data (Col. 2 lines 66-67 and col. 3 lines 1-4; the answers provided by the consumer are applied to generate an information profile, which contains demographic information that is used for targeting promotions by filtering the information for selected marketing criteria).

Therefore, it would have been obvious to one of ordinary skill in the art at the time the invention was made to modify Reynolds by specifically providing the elements mentioned above, as taught by Smolen, for the purpose of providing targeted advertisements that will better fit the needs for the viewers, which increases the chances that the viewer will actually purchase the advertised product.

Regarding **claims 25, 26 and 31**, Reynolds and Smolen disclose all the limitations of claims 25, 26 and 31; therefore, claims 25, 26 and 31 are rejected for the same reasons as in claims 7, 8 and 13, respectively.

Regarding **claim 32**, Reynolds and Smolen disclose the method as recited in claim 24; moreover, Reynolds discloses viewing immediately the home shopping program displayed on the display of the client (Col. 5 lines 46-66; set top box can store the advertisement information and provide them on demand).

Regarding **claims 35, 36 and 41**, Reynolds and Smolen disclose all the limitations of claims 35, 36 and 41; therefore, claims 35, 36 and 41 are rejected for the same reasons as in claims 6, 8 and 13, respectively.

Regarding **claim 44**, Reynolds discloses a method for providing motion picture home shopping programs to a viewer over an electronic network, comprising:

and transmitting a motion picture home shopping program to the viewer for immediate available viewing independent of a broadcast schedule (Col. 10 lines 1-36 also exhibited on fig 7; banner advertisement which includes a descriptive video, where the user can press buttons to move to the previous or subsequent advertisement. Col. 5 lines 46-66; set top box can store the advertisement information and provide them on demand)

the transmitted home shopping program including one or more instructions for ordering an item displayed for sale in the home shopping program (Col. 5 lines 32-35; the viewers are able to interactively obtain additional information or order products that are displayed in the advertisements).

However, it is noted that Reynolds fails to explicitly disclose receiving data identifying a viewer; associating the identifying data with personalized data of the viewer, the personalized data being previously stored or received with the identifying data; and received data is related to the personalized data to the viewer.

Nevertheless, in a similar field of endeavor Smolen discloses receiving data identifying a viewer and associating the identifying data with personalized data of the viewer, the personalized data being previously stored or received with the identifying data (Col. 3 lines 19-22 and lines 55-67 also exhibited on fig 1 and fig 2, television 103 displays a prompt requesting a code and password 202, which accesses the users profiles on the profile database);

received data is related to the personalized data to the viewer (Col. 2 lines 66-67 and col. 3 lines 1-4; the answers provided by the consumer are applied to generate an information profile, which contains demographic information that is used for targeting promotions by filtering the information for selected marketing criteria).

Therefore, it would have been obvious to one of ordinary skill in the art at the time the invention was made to modify Reynolds by specifically providing the elements mentioned above, as taught by Smolen, for the purpose of providing targeted

advertisements that will better fit the needs for the viewers, which increases the chances that the viewer will actually purchase the advertised product.

Regarding **claims 45 and 50**, Reynolds and Smolen disclose all the limitations of claims 45 and 50; therefore, claims 45 and 50 are rejected for the same reasons as in claims 8 and 13, respectively.

Regarding **claim 51**, the limitations of claim 6 are included in claim 51; therefore those limitations are rejected for the same reasons as in claim 6. Moreover, Reynolds discloses one or more memories for storing home shopping program lists, and home shopping programs (Col. 5 lines 46-66 fig 1; advertisement information may be stored at a main facility server or locally at the set top box);

and one or more processors in communication with the one or more memories, wherein the one or more processors are operative to do claim 6 (Col 4 lines 46-49)

However, it is noted that Reynolds fails to explicitly disclose one or more memories for storing personalized data.

Nevertheless, in a similar field of endeavor Smolen discloses one or more memories for storing personalized data (Col. 5 lines 31-49 also exhibited on fig 1; profile data base).

Therefore, it would have been obvious to one of ordinary skill in the art at the time the invention was made to modify Reynolds by specifically providing the elements mentioned above, as taught by Smolen, for the purpose of providing targeted

advertisements that will better fit the needs for the viewers, which increases the chances that the viewer will actually purchase the advertised product.

Regarding **claims 52, 53, 58 and 59**, Reynolds and Smolen disclose all the limitations of claims 52, 53, 58 and 59; therefore, claims 52, 53, 58 and 59 are rejected for the same reasons as in claims 7, 8, 13 and 32, respectively.

4. **Claims 9 – 12, 19 – 22, 27 – 30, 37 – 40, 46 – 49 and 54 – 57** are rejected under 35 U.S.C. 103(a) as being unpatentable over Reynolds in view of Smolen further in view of Robertson (Patent No 6,609,106). Hereinafter referenced as Robertson.

Regarding **claim 9**, Reynolds and Smolen disclose the method as recited in claim 6; however, it is noted that Reynolds and Smolen fail to explicitly disclose that the personalized data comprises data relating to an intended gift recipient.

Nevertheless, in a similar field of endeavor Robertson discloses that the personalized data comprises data relating to an intended gift recipient (Col. 9 lines 6-45; user gift registration service).

Therefore, it would have been obvious to one of ordinary skill in the art at the time the invention was made to modify Reynolds and Smolen by specifically providing the elements mentioned above, as taught by Robertson, for the purpose of providing

resources that allow viewers to purchase merchandise in a fast and effective way without the need to go to the store.

Regarding **claim 10**, Reynolds and Smolen disclose the method as recited in claim 6; however, it is noted that Reynolds and Smolen fail to explicitly disclose that the personalized data comprises specific items to be purchased or gift occasions, or both.

Nevertheless, in a similar field of endeavor Robertson discloses that the personalized data comprises specific items to be purchased or gift occasions, or both (Col. 9 lines 6-22; wish list gift register).

Therefore, it would have been obvious to one of ordinary skill in the art at the time the invention was made to modify Reynolds and Smolen by specifically providing the elements mentioned above, as taught by Robertson, for the purpose of providing resources that allow viewers to purchase merchandise in a fast and effective way without the need to go to the store.

Regarding **claim 11**, Reynolds and Smolen disclose the method as recited in claim 10; however, it is noted that Reynolds and Smolen fail to explicitly disclose that the gift occasions comprise: birthday, mother's day, wedding, anniversary, or baby shower, or a combination of two or more thereof.

Nevertheless, in a similar field of endeavor Robertson discloses that the gift occasions comprise: birthday, mother's day, wedding, anniversary, or baby shower, or a

combination of two or more thereof (Col. 25 lines 22-27; yearly events such as mother's day).

Therefore, it would have been obvious to one of ordinary skill in the art at the time the invention was made to modify Reynolds and Smolen by specifically providing the elements mentioned above, as taught by Robertson, for the purpose of providing resources that allow viewers to purchase merchandise in a fast and effective way without the need to go to the store.

Regarding **claim 12**, Reynolds and Smolen disclose the method as recited in claim 6; however, it is noted that Reynolds and Smolen fail to explicitly disclose that the personalized data comprises a price range of an item for purchase.

Nevertheless, in a similar field of endeavor Robertson discloses that the personalized data comprises a price range of an item for purchase (Column 9 lines 34-37).

Therefore, it would have been obvious to one of ordinary skill in the art at the time the invention was made to modify Reynolds and Smolen by specifically providing the elements mentioned above, as taught by Robertson, for the purpose of providing resources that allow viewers to purchase merchandise in a fast and effective way without the need to go to the store.



Regarding **claims 19, 20, 21 and 22**, Reynolds, Smolen and Robertson disclose all the limitations of claims 19, 20, 21 and 22; therefore, claims 19, 20, 21 and 22 are rejected for the same reasons as in claims 9, 10, 11 and 12, respectively.

Regarding **claims 27, 28, 29 and 30**, Reynolds, Smolen and Robertson disclose all the limitations of claims 27, 28, 29 and 30; therefore, claims 27, 28, 29 and 30 are rejected for the same reasons as in claims 9, 10, 11 and 12, respectively.

Regarding **claims 37, 38, 39 and 40**, Reynolds, Smolen and Robertson disclose all the limitations of claims 37, 38, 39 and 40; therefore, claims 37, 38, 39 and 40 are rejected for the same reasons as in claims 9, 10, 11 and 12, respectively.

Regarding **claims 46, 47, 48 and 49**, Reynolds, Smolen and Robertson disclose all the limitations of claims 46, 47, 48 and 49; therefore, claims 46, 47, 48 and 49 are rejected for the same reasons as in claims 9, 10, 11 and 12, respectively.

Regarding **claims 54, 55, 56 and 57**, Reynolds, Smolen and Robertson disclose all the limitations of claims 54, 55, 56 and 57; therefore, claims 54, 55, 56 and 57 are rejected for the same reasons as in claims 9, 10, 11 and 12, respectively.

5. **Claims 14, 15, 33, 34, 42, 43, 60 and 61** are rejected under 35 U.S.C. 103(a) as being unpatentable over Reynolds in view of Smolen further in view of Williams et al. (Pub No US 2004/0019908). Hereinafter referenced as Williams.

Regarding **claim 14**, Reynolds and Smolen disclose the method as recited in claim 6; moreover, Reynolds discloses a home shopping program list (Col. 10 lines 1-36 also exhibited on fig 7; banner advertisement which includes a descriptive video, where the user can press buttons to move to the previous or subsequent advertisement).

However, it is noted that Reynolds and Smolen fail to explicitly disclose receiving a modified version of the program list from the viewer.

Nevertheless, in a similar field of endeavor Williams discloses receiving a modified version of the program list from the viewer (Paragraph [0052] also exhibited on fig 6; users can remove, re-order and modify a program list).

Therefore, it would have been obvious to one of ordinary skill in the art at the time the invention was made to modify Reynolds and Smolen by specifically providing the elements mentioned above, as taught by Williams, for the purpose of providing the customer the ability to change his preferences in the future, since one's preferences may change with time.

Regarding **claim 15**, Reynolds and Smolen disclose the method as recited in claim 14; moreover, Reynolds discloses a home shopping program list (Col. 10 lines 1-36 also exhibited on fig 7; banner advertisement which includes a descriptive video,

where the user can press buttons to move to the previous or subsequent advertisement).

However, it is noted that Reynolds and Smolen fail to explicitly disclose that the receiving of the modified version of the program list from the viewer comprises receiving one or more inserted motion picture programs, one or more removed motion picture programs or one or more moved motion picture programs, or any combination thereof.

Nevertheless, in a similar field of endeavor Williams discloses that the receiving of the modified version of the program list from the viewer comprises receiving one or more inserted motion picture programs, one or more removed motion picture programs or one or more moved motion picture programs, or any combination thereof (Paragraph [0052] also exhibited on fig 6; users can remove, re-order and modify a program list).

Therefore, it would have been obvious to one of ordinary skill in the art at the time the invention was made to modify Reynolds and Smolen by specifically providing the elements mentioned above, as taught by Williams, for the purpose of providing the customer the ability to change his preferences in the future, since one's preferences may change with time.

Regarding **claim 33**, Reynolds and Smolen disclose the method as recited in claim 24; moreover, Reynolds discloses a home shopping program list (Col. 10 lines 1-36 also exhibited on fig 7; banner advertisement which includes a descriptive video, where the user can press buttons to move to the previous or subsequent advertisement).

However, it is noted that Reynolds and Smolen fail to explicitly disclose modifying the program list and transmitting the modified program to the server.

Nevertheless, in a similar field of endeavor Williams discloses modifying the program list and transmitting the modified program to the server (Paragraph [0052] and [0058] also exhibited on fig 6, where the user-definable preferences for surfing can be implemented as a series of routines at a server on a network).

Therefore, it would have been obvious to one of ordinary skill in the art at the time the invention was made to modify Reynolds and Smolen by specifically providing the elements mentioned above, as taught by Williams, for the purpose of providing the customer the ability to change his preferences in the future, since one's preferences may change with time.

Regarding **claim 34**, Reynolds, Smolen and Williams disclose all the limitations of claim 34; therefore, claim 34 is rejected for the same reasons as in claim 15.

Regarding **claims 42 and 43**, Reynolds, Smolen and Williams disclose all the limitations of claims 42 and 43; therefore, claims 42 and 43 are rejected for the same reasons as in claims 14 and 15, respectively.

Regarding **claims 60 and 61**, Reynolds, Smolen and Williams disclose all the limitations of claims 60 and 61; therefore, claims 60 and 61 are rejected for the same reasons as in claims 14 and 15, respectively.

***Conclusion***

6. Applicant's amendment necessitated the new ground(s) of rejection presented in this Office action. Accordingly, **THIS ACTION IS MADE FINAL**. See MPEP § 706.07(a). Applicant is reminded of the extension of time policy as set forth in 37 CFR 1.136(a).

A shortened statutory period for reply to this final action is set to expire THREE MONTHS from the mailing date of this action. In the event a first reply is filed within TWO MONTHS of the mailing date of this final action and the advisory action is not mailed until after the end of the THREE-MONTH shortened statutory period, then the shortened statutory period will expire on the date the advisory action is mailed, and any extension fee pursuant to 37 CFR 1.136(a) will be calculated from the mailing date of the advisory action. In no event, however, will the statutory period for reply expire later than SIX MONTHS from the date of this final action.

Any inquiry concerning this communication or earlier communications from the examiner should be directed to JUNIOR O. MENDOZA whose telephone number is (571)270-3573. The examiner can normally be reached on Monday - Friday 9am - 5pm EST.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Andrew Koenig can be reached on (571)272-7296. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Art Unit: 2623

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

Junior O Mendoza  
Examiner  
Art Unit 2623

/J. O. M./  
May 13, 2008

/Andrew Y Koenig/  
Supervisory Patent Examiner, Art Unit 2623